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PPC  
Facebook ads, lobbying campaign

Facebook ad  
costs during  
election

①

Campaign: A-PPC-Wolverhampton\_Lobbying\_Reynolds-EmmaR

Campaign name: A-PPC-Wolverhampton\_Lobbying\_Reynolds-EmmaR  
Plan status: Paused  
Def. budget: £20.00  
Duration (Pacific Time): 3/11/2010 8:41 am - Ongoing

Advert Name	Status	Last updated	Bid	Type	Clicks	Impressions	CTR (%)	Avg. CPC	Avg. CPM (\$)	Spent
Reynolds_Lobbying_1	Paused	19/03/2010	£0.47	CPC	294	1,035,856	0.028%	£0.40	£0.11	£117.64
Reynolds_Lobbying_2	Paused	19/03/2010	£0.44	CPC	9	55,415	0.016%	£0.37	£0.06	£3.26
Reynolds_Lobbying_3	Paused	19/03/2010	£0.47	CPC	4	26,670	0.015%	£0.44	£0.07	£1.76
<b>Totals</b>					<b>307</b>	<b>1,117,971</b>	<b>0.027%</b>	<b>£0.40</b>		<b>£122.76</b>

Total Facebook ad costs (all England only)  
 £122.76 + £122.22 + £77.10 + £75.47  
 = £397.55

GBP) All campaigns  
**Campaign: A-PPC-Portsmouth North-Penny M**



Advertiser: A-PPC-Portsmouth North-Penny M  
 Campaign Name: A-PPC-Portsmouth North-Penny M  
 Status: Paused  
 Budget: £20.00  
 Start Date: 2/19/2010 11:42 am - Ongoing

Lifetime stats		Export report (CSV)		Results							
Advert Name	Status	Last Update	Bid	Type	Clicks	Impressions	CTR (%)	Avg. CPC	Avg. CPV (£)	Spent	
Clean up defers_general	On	12/03/2010	£0.30	CPC	1	14,091	0.007%	£0.29	£0.02	£0.29	
Portsmouth North_PMT_Pod_base	On	12/03/2010	£0.35	CPC	3	18,980	0.015%	£0.34	£0.05	£1.02	
Mordaunt_Lobbying_1	On	08/04/2010	£0.46	CPC	289	955,244	0.029%	£0.40	£0.10	£114.36	
Mordaunt_Lobbying_2	On	19/03/2010	£0.40	CPC	12	59,956	0.017%	£0.35	£0.06	£4.14	
Mordaunt_Lobbying_3	On	19/03/2010	£0.40	CPC	5	29,689	0.017%	£0.38	£0.06	£1.91	
<b>Totals</b>					<b>310</b>	<b>1,119,662</b>	<b>0.022%</b>	<b>£0.39</b>		<b>£122.22</b>	

Show related adverts  
 Choose graph: Clicks

re  
 See all  
 Performance  
 Start of reporting period (last 30 days)  
 End of reporting period (last 30 days)  
 Refresh to see updates

facebook ads, PPC Lobbying campaign

Campaign: A-PPC-Witham

Create an Advert

Campaign name: A-PPC-Witham edit  
 Campaign status: Paused edit  
 Daily budget: £20.00 edit  
 Duration (Pacific Time): 2/19/2010 8:58 am - Ongoing edit

Lifetime stats Export report (.csv)

Advert Name	Status	Last updated	Bid	Type	Clicks	Impressions	CTR (%)	Avg. CPC	Avg. CPM (\$)	Spent
Clean up politics Witham General	00	12/03/2010	£0.35	CPC	2	25,367	0.008%	£0.34	£0.03	£0.68
Robin Hood Tax Witham Local Basic	00	12/03/2010	£0.35	CPC	24	123,730	0.027%	£0.34	£0.09	£11.41
Patel Lobbying 1	00	19/03/2010	£0.45	CPC	95	564,560	0.017%	£0.46	£0.07	£41.39
Patel Lobbying 2	00	19/03/2010	£0.45	CPC	1	14,495	0.007%	£0.41	£0.03	£0.41
Patel Lobbying 3	00	19/03/2010	£0.45	CPC	55	294,747	0.020%	£0.40	£0.05	£23.21
<b>Totals</b>					<b>190</b>	<b>1,022,520</b>	<b>0.019%</b>	<b>£0.41</b>		<b>£77.10</b>

Show deleted adverts

Choose graph: Clicks



See all

range

Campaign: A - PPC -Camborne and Redruth - Geoge E



Campaign name: A - PPC -Camborne and Redruth - Geoge E  
 Plan status: Paused  
 Daily budget: £20.00  
 Campaign start/end: 2/19/2010 8:38 am - Ongoing

Lifetime stats

Export report (.csv)

6 results

Advert Name	Status	Last updated	Bid	Type	Calls	Impressions	CTR (%)	Avg. CPC	Avg. CPM (\$)	Spent
REC_Cornwall	On	28/04/2010	£0.63	CPC	1	29,572	0.008%	£0.38	£0.01	£0.38
Eusite_Lobbying_5	On	28/04/2010	£0.63	CPC	26	112,859	0.023%	£0.47	£0.11	£12.11
Eusite_Lobbying_1	On	28/04/2010	£0.63	CPC	36	352,722	0.022%	£0.46	£0.10	£09.02
Eusite_Lobbying_2	On	28/04/2010	£0.63	CPC	40	149,506	0.027%	£0.42	£0.12	£17.08
Eusite_Lobbying_3	On	28/04/2010	£0.63	CPC	15	75,275	0.020%	£0.42	£0.09	£6.28
Eusite_Lobbying_4	On	28/04/2010	£0.63	CPC	6	8,859	0.000%	£0.00	£0.00	£0.00
<b>Totals</b>					<b>168</b>	<b>755,893</b>	<b>0.022%</b>	<b>£0.45</b>		<b>£75.97</b>

Show ordered adverts

6 results

Choose graph: (None)

web costs during election

2



Rechord Ltd

Unit B4, Livingstone Court  
Peel Road

Wealdstone, Middx HA3 7QT

Phone: 020 7993 2870

Fax: 020 8537 7326

VAT #: 744 3981 09

Invoice 104679487

38 Degrees



06 May 2010

Due 05 Jun 2010 (NET 30)

P.O. JC05

→ towards hung parliament  
care story generator tool.

Qty	Description	Price	Total
1.0 Service	38 Degrees Headline Tool - Development	£851.06	£851.06
Subtotal:			£851.06
VAT:			£148.94
Total Due:			£1,000.00

Invoice Notes

Errors and omissions excepted.

Our preferred method of payment is by BACS.

Late payments will incur an interest charge of 1% for each month past due.

Rechord is a company (#4916663) registered in England and Wales at Hamilton House, 25 High Street, Rickmansworth, Hertfordshire, WD3 1ET.

Please contact rob@rechord.com with any queries regarding this invoice.

Total to Rechord =  
£ 4916.28

Eng

Wales: £ 4178.84

Scot: £ 393.35

NI: £ 245.81

NI: £ 98.33



**Rechord Ltd**

Unit B4, Livingstone Court  
Peel Road  
Wealdstone, Middx HA3 7QT  
Phone: 020 7993 2870  
Fax: 020 8537 7326  
VAT #: 744 3981 09

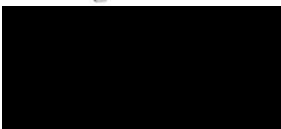
**Invoice 104679457**

38 Degrees

15 Apr 2010

Due 15 May 2010 (NET 30)

P.O. JC-03

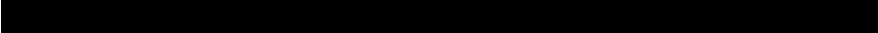


Issue  
writing  
tool.

Qty	Description	Price	Total
1.0 Service	38 Degrees Web Tools Development - Invoice 1 of 3	£3,333.00	£3,333.00
Subtotal:			£3,333.00
VAT:			£583.28
Total Due:			£3,916.28

**Invoice Notes**

Errors and omissions excepted.

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Please contact [rob@rechord.com](mailto:rob@rechord.com) with any queries regarding this invoice.

Eng =

Johnny Chatterbox  
 t-rip to Camden re: Colobayre company 3

DATE: 24-4-2010  
 SUBMITTED BY: Johnny

NOTE: Expenses form to be emailed to Nina and then submitted with original receipts.  
 Expenses will be paid at the end of month unless otherwise requested and agreed.  
 (In interim receipts can be scanned and emailed where fast payment required).

BUDGET LINE CODES TBC EXPENDITURE EXAMPLES	Expenditure Category (select from column A where applicable)	Date	Expenditure Description	EUK amount	Sub totals	Note (i.e. specify if specific campaign versus operating costs)
03 - TRAVEL includes						
UK travel	Travel - UK Travel	23-Apr-10	Train to Camborne	£54.40		With young persons discount
UK subsistence - lunch	Travel - UK Travel	24-Apr-10	Upgrade to first	£23.00		Because the train got very full and I wanted to work but couldn't because of screaming children and crowding
International travel	Travel - UK Travel	24-Apr-10	Taxi to B&B	£6.40		All B&Bs in town were full so had to go out of town
International subsistence	Travel - UK Travel	23-Apr-10	Taxi back to town	£6.00		
Special events/conferences	Travel - UK Travel	23-Apr-10	Taxi to B&B	£7.00		Around midnight so cost more
other	Travel - UK Travel	24-Apr-10	Taxi back to town	£6.00		
	Travel - UK Travel	24-Apr-10	B&B	£25.00		
	Travel - UK Subsistence	23-Apr-10	Dinner	£5.95		Curry
	Travel - UK Subsistence	23-Apr-10	Train food	£5.95		3 hour train trip needs food
					£139.10	
02 - OFFICE includes						
Communications	Campaigns - equipment	23-Apr-10	Campaign recording equipment	£79.99		A dictaphone, clip microphone, batteries, and headphones
Stationery/Postage					£79.99	
Computers						
Meeting rooms						
Specify other						
05 - CAMPAIGNS costs						
Specify						
06 - BRAND & COMMS						
Marketing						
PR						
Specify other						
TOTAL				£218.08		
minus any cash advance				£0.00		
TOTAL EXPENSES CLAIM				£218.08	£218.08	

Finance admin  
 Date received  
 Date approved  
 Original receipts supplied Yes/No  
 Date paid

£218.08 - all england only.